Tactic #3: Hyper-topical posts (part 2)

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Writing a hyper-topical post

- Before starting to write a hyper-topical post, keep these things in mind:

- **#1 Figure out how to make the topic clearly relevant to your audience**

  - what value does it bring for them?
  - connect some helpful tips to the event

- **#2 Try to avoid negative topics and topics like politics and religion**

- What you can write about:
  - write up a full review of a product that's newly launched
  - write a recap post about what happened at an event, and what are the big takeaways
  - write your opinion about a new law, a change in a company, or a product update
  - write a prediction post about a product that's about to be launched